

Message Text

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TAGS: SOPN, OVIP (KISSINGER)

SUBJECT: PRESS MATERIAL

1. HERewith CHRISTIAN SCIENCE MONITOR EDITORIAL THURSDAY, SEPTEMBER 23 HEADED "CARTER.S LAPSE."

2. JIMMY CARTER.S INTERVIEW WITH PLAYBOY MAGAZINE HAS SPARKED ADVERSE REACTION, AND UNDERSTANDABLY SO. IT WAS IN POOR TASTE. NOT ONLY DID THE DEMOCRATIC CANDIDATE CHOOSE TO HAVE HIS CANDID COMMENTS PUBLISHED IN THIS PARTICULAR JOURNAL BUT, BY USING SOME OFFENSIVE LANGUAGE HIMSELF (WHICH MANY NEWSPAPERS, IN REPORTING THE EVENT, CHOSE TO AVOID), HE SEEMED TO TAILOR HIS VOCABULARY TO THE CHARACTER OF THE MAGAZINE AND ITS DISTINCTIVE AUDIENCE. IN FACT, CAMPAIGN MANAGER HAMILTON JORDAN COMMENTED IN PLAYBOY ABOUT THE LONG INTERVIEW: "WE WOULDN'T DO IT IF IT WEREN.T IN OUR INTEREST. IT.S YOUR READERS WHO ARE PROBABLY PREDISPOSED TOWARD JIMMY -- BUT THEY MAY NOT VOTE FOR HIM IF THEY FEEL UNEASY ABOUT HIM."

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3. WHATEVER THE MOTIVES FOR THE INTERVIEW, MR. CARTER

MIGHT ASK HIMSELF WHAT IT CONTRIBUTES TO ENHANCING THE
GENERAL MORAL ATMOSPHERE IN THE COUNTRY -- THE GOAL HE

HAS SO FERVENTLY ESPOUSED. ONE WOULD EXPECT HIM TO BE
ESPECIALLY CONCERNED TO SET THE RIGHT TONE AND TO DO
SO CONSISTENTLY, WHOEVER HIS AUDIENCE, FOR THIS IS HOW
VOTERS ARE EXPECTED TO APPRAISE HIM. MEASURED AGAINST
HIS OWN HIGH YARDSTICK, HIS PERFORMANCE AND JUDGMENT IN
THIS INSTANCE ARE A DISAPPOINTMENT. END TEXT. ROBINSON

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